

DAFTAR PUSTAKA

- Ferdinand, A. (2005). *Structural Equation Modeling dalam Penelitian Manajemen* (3rd ed.). Semarang : Fakultas Ekonomi UNDIP
- Ha, J., & Jang, S. (2010). "Perceived values, satisfaction and behavioral intentions: The role of familiarity in Korean Restaurants". *International Journal of Hospitality Management*, 29, 2-13.
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2009). *Multivariate Data Analysis* (7th ed.). Prentice Hall.
- Hanzaee, K. H., & Khonsari, Y. (2011). "A review of the role of hedonic and utilitarian values on customer's satisfaction and behavioral intentions". *Interdisiplinary Journal of Research in Business*, 1 (5), 34-45.
- Holbrook, M.B. (1998). *Consumer Value : A Framework for Analysis and Research*. USA : Routledge.
- Hudson, S. (2008). *Tourism and Hospitality Marketing, A Global Perspective*. London : SAGE Publication Ltd.
- Keller, P., & Keller K.L. (2012). *Marketing Management* (14th ed.). England : Pearson.
- Khan, M. (2006). *Consumer behaviour and Advertising Management*. New Age International.
- Kotler, P., Amstrong, G. (2004). *Principles of Marketing* (10th ed.). New Jersey : Pearson Prentice Hall.
- Kumra, R. (2007). *Consumer Behavior*. Mumbai : Himalaya Publishing House.
- Li, Y., & La, S. (2004). "What influences the relationship between customer satisfaction and repurchase intention? Investigating the effect of adjusted expectations and customer loyalty". *Psychology & Marketing Journal*, 21 (5), 351-373.
- Lovelock, C., & Wirtz, J. (2007). *Services Marketing, People, Technology, Strategy* (6th ed.). USA : Pearson Prentice Hall.

- Nigam, A. (2012). "Modeling Relationship between Experiential Marketing, Experiential Value and Purchase Intension in Organized Quick Service Chain Restaurants Using Structural Equation Modeling Approach". *ISSN, Special Issue Vol 2*, 114-123.
- Pine, B.J., & Gilmore, J.H. (1998) "Welcome to the Experience Economy". *Harvard Business Review*, 97-105
- Schmitt, B.H. (1999). *Experiential Marketing*. *Journal of Marketing Management*, 53-67
- Sheth, J.N., & Mittal, B. (2004). *Consumer Behavior : A Managerial Perspective* (2nd ed.). South-Western College Pub.
- Smilansky, S. (2009). *Experiential Marketing*. London & Philadelphia : Kogan Page.
- Yuan, Y. E., & Wu, C.K. (2008). "Relationships among experiential marketing, experiential value dan customer satisfaction". *Journal of Hospitality and Tourism Research*, 32, 387-410.
- Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2009). *Business Research Methods* (8th ed.). South-Western College Pub.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D. (2009). *Services Marketing – Integrating Customer Focus Accross the Firm*. Singapore : McGraw-Hill.
- Badan Pusat Statistika. (2012). Produk Domestik Regional Bruto Atas Dasar Harga Konstan 2000 Menurut Provinsi. Retrieved from http://www.bps.go.id/tab_sub/view.php?kat=2&tabel=1&daftar=1&id_subyek=52¬ab=2
- Indonesia Hotel, Restaurant and Institution Food Service Sector Update. (2010). From <http://www.euromonitor.com>